

Insyte Consulting, World Trade Center Buffalo Niagara & the
U.S. Department of Commerce Buffalo Export Assistance Center present:

Growing Your International Business: Successful Export Strategies for Manufacturing CEOs

Growth opportunities for manufacturers are increasingly international. Consider that:

- The value of the U.S. dollar has declined
- Billions of new consumers in high-growth emerging economies have joined the global economy
- Competition domestically is fiercer than ever

For these reasons and more, growth in global markets is becoming both more attractive and critical to a company's future. In response, CEOs and executives of small and mid-sized manufacturing firms must accelerate their participation in international markets—and this seminar will help you grow your current export business to a new level.

The program is based on compelling new research on the strategic choices of successful exporters. While there are excellent resources already available on export operational issues, this seminar is uniquely focused on CEO level strategic issues and management challenges, such as:

- The commitment and mindset necessary to achieve rapid international growth
- Best practices employed by successful exporters in such areas as planning, management and partner selection
- Determine the strategic advantages to drive export success

You will gain valuable knowledge from the research presented and expert speakers. Case studies from local companies including Conax Buffalo Technologies and Multisorb Technologies, Inc. will be presented to demonstrate how these companies have achieved international growth. In addition, you'll have an opportunity to network with other top executives as well as with professionals from your regional MEP Center, WTCBN and U.S. Export Assistance Center.

Who should attend:

A must for CEOs and upper management of manufacturing companies that have some international sales, but want to make strategic choices that accelerate their growth.

Event: Growing Your International Business: Successful Export Strategies for Manufacturing CEOs

Date: Tuesday, September 19, 2006
8:00 a.m. ~ 11:00 a.m.
7:30 a.m. ~ registration & breakfast

Venue: Adam's Mark Buffalo
120 Church Street, Buffalo NY

Fee: \$75.00 pre-paid registration(s) received by Sept 1
\$95.00 registration(s) received after Sept 1

Check payable to: Insyte Consulting

Complete registration form and mail with check to:

Insyte Consulting
726 Exchange Street, Suite 620
Buffalo, NY 14210

Call 716.636.3626 to reserve your place today!

Successful Export Strategies for Manufacturing CEOs

September 19, 2006

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Amount Enclosed: \$ _____

Pre-paid registrations received by Sept 1st pay \$75.00
Registrations after Sept 1st pay \$95.00



Prepaid registration fees will be refunded if registration is cancelled at least (7) days prior to presentation date. Companies will be billed for reservations not cancelled (7) days prior to presentation date.

